

DO IT ELECTRICALLY

To the Merchants and Shopkeepers of Richmond:

The Commercial Department of the Virginia Railway and Power Company calls your attention to a big "business getter" which many merchants of Richmond are overlooking daily. You merchants of Richmond are good business men, and also good advertisers, and you do credit to this city of ours. You use the daily press and many other mediums to advertise and sell your merchandise to the people of this city; but, on the other hand, there is one "safe bet" in the way of displaying your goods to the public and advertising your business that many merchants and shopkeepers are daily overlooking.

During this week, "Spring Style Week," the crowds that go up and down the shopping district on the way to the theaters and many other amusement enterprises and social functions stop at your windows and inspect your showings of the season's latest creations in dress wear. If they do stop, are your windows so illuminated as to show your goods up to the best advantage? And during this week, when the buyers are inspecting and purchasing silks, dress goods, suits, millinery, shoes and haberdashery for this spring season, will your offering appear to its best advantage in your showcases or on shelves or counters? It will not unless your store is lighted as it should be.

And you, the merchant around the corner on a side street, are your windows and store so lighted that the crowds come to your store? An attractive, "attention getter" electric sign will be a big asset to your business.

You merchants of Richmond, answer this question to-day. Consult the Commercial Department of the Virginia Railway and Power Company. You will be furnished with expert advice. Remember you will be under no obligations, for we only sell you the current. Think our proposition over and before another "style week" have your windows filled with the rays of the electric light.

The Virginia Railway and Power Company

*Commercial Department
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